

U.S. Department of Justice

Washington, DC 20530

**Supplemental Statement****Pursuant to the Foreign Agents Registration Act of 1938, as amended**For Six Month Period Ending 03/31/2012

(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant

(b) Registration No.

Ruder Finn Inc

1481

(c) Business Address(es) of Registrant

301 E. 57th St

New York, NY 10022

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

(1) Residence address(es) Yes ☐ No ☐(2) Citizenship Yes ☐ No ☐(3) Occupation Yes ☐ No ☐

(b) If an organization:

(1) Name Yes ☐ No ☒(2) Ownership or control Yes ☐ No ☒(3) Branch offices Yes ☐ No ☒

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

**IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).**3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.Yes ☐No ☒

If yes, have you filed an amendment to the Exhibit C?

Yes ☐No ☐

If no, please attach the required amendment.

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☐

If yes, identify each such person and describe the service rendered.

N/A

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☐ No ☐

If no, list names of persons who have not filed the required statement.

N/A

**II - FOREIGN PRINCIPAL**

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)<sup>2</sup> during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

Society of London Theatre 32 Rose St, London, England

2/1/12

Stedelijk Museum Amsterdam, P.O. Box 75082, 1070 AB Amsterdam,  
Netherlands

10/1/11

Horizontes LTDA, Rua Antonio de Albuquerque 215 Belo Horizonte - MG,  
Brazil

2/15/12

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)<sup>2</sup> whom you continued to represent during the 6 month reporting period.

Bay Gardens Resort  
Embassy of the Republic of Korea  
Jamaica Tourist Board  
Novartis A.G.  
Swiss Private Bankers Association

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A<sup>3</sup> Yes ☒ No ☐

Exhibit B<sup>4</sup> Yes ☒ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

<sup>2</sup> The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

<sup>3</sup> The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

<sup>4</sup> The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

**III - ACTIVITIES**

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

See Attached

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

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<sup>5</sup> The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

**IV - FINANCIAL INFORMATION****14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>6</sup>

Date	From Whom	Purpose	Amount
11/7/11-3/31/12	Jamaica Tourist Board	Fees	\$317,450
11/3/11-3/31/12	Bay Garden Resort	Fees	\$11,000
11/1/11-3/31/12	Swiss Banker Associate	Fees	\$45,000
12/12/11	Novartis	Fees	\$15,125
1/3/12-3/31/12	Embassy of Korea	Fees	\$155,000

\$543,575.00

Total

**(b) RECEIPTS - FUNDRAISING CAMPAIGN**

During this 6 month reporting period, have you received, as part of a fundraising campaign<sup>7</sup>, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

**(c) RECEIPTS-THINGS OF VALUE**

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

**15. (a) DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
10/1/11-3/31/12	Bay Gardens Resorts	Expenses	\$4594.97
10/1/11-3/31/12	Embassy of the Republic of Korea	Expenses	\$20,333.33
10/1/11-3/31/12	Jamaica Tourist Board	Expenses	\$234,201.94
10/1/11-3/31/12	Novartis A.G.	Expenses	\$2331.89
10/1/11-3/31/12	Swiss Private Bankers	Expenses	\$5467.38

\$266,929.51

Total

(b) **DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐

No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) **DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐

No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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<sup>10, 11</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

**V - INFORMATIONAL MATERIALS**

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?<sup>12</sup>

Yes ☐ No ☒

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☒

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☐ Radio or TV broadcasts      ☐ Magazine or newspaper      ☐ Motion picture films      ☐ Letters or telegrams  
☐ Advertising campaigns      ☐ Press releases      ☐ Pamphlets or other publications      ☐ Lectures or speeches  
☐ Other (specify) \_\_\_\_\_

**Electronic Communications**

- ☐ Email  
☐ Website URL(s): \_\_\_\_\_  
☐ Social media websites URL(s): \_\_\_\_\_  
☐ Other (specify) \_\_\_\_\_

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials      ☐ Newspapers      ☐ Libraries  
☐ Legislators      ☐ Editors      ☐ Educational institutions  
☐ Government agencies      ☐ Civic groups or associations      ☐ Nationality groups  
☐ Other (specify) \_\_\_\_\_

21. What language was used in the informational materials:

- ☐ English      ☐ Other (specify) \_\_\_\_\_

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☐ No ☐

<sup>12</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

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**VI - EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature<sup>13</sup>)

April 26, 2012

/s/ Peter Finn

eSigned

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<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

**RUDER FINN, INCORPORATED**  
**Schedule of Publications on Behalf of Bay Gardens Resorts**

For six month period ending March 31, 2012

<b>Description of Publications</b>	<b>By Whom Written, Edited or Prepared</b>	<b>By Whom Printed, Produced, Published</b>	<b>By Whom Distributed</b>
Families and Couples Can Choose Sand Over Snow This Holiday Season at Bay Gardens Resorts in Saint Lucia	Ruder Finn	Ruder Finn	Ruder Finn
Bay Gardens Beach Resort & Spa General Manager Berthia Parle Appointed as Independent Senator of Saint Lucia	Ruder Finn	Ruder Finn	Ruder Finn
Bay Gardens Resorts Celebrates Saint Lucia's 2012 Independence Day with New York City's Diaspora Community	Ruder Finn	Ruder Finn	Ruder Finn
Saint Lucia's Bay Gardens Hotel Gets a Makeover For The New Year	Ruder Finn	Ruder Finn	Ruder Finn
Saint Lucia's Bay Gardens Resorts Offers Spring Savings	Ruder Finn	Ruder Finn	Ruder Finn
Bay Gardens Resorts Awards 10,000 <sup>th</sup> Facebook Fan with Saint Lucian Vacation	Ruder Finn	Ruder Finn	Ruder Finn

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months, Ruder Finn was engaged in the following activities on behalf of **Bay Gardens Resorts**:

1. Media Relations
3. Promotions
4. Crisis Communications
5. General Counsel
6. Press Trips



**FOR IMMEDIATE RELEASE**

**FAMILIES AND COUPLES CAN CHOOSE SAND OVER SNOW THIS HOLIDAY  
SEASON AT BAY GARDENS RESORTS IN SAINT LUCIA**

*Book a Christmas Getaway Package at Bay Gardens Hotel for Savings of up to 44 Percent*

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**CASTRIES, SAINT LUCIA – October 25, 2011** – Families looking to escape the cold this Christmas can head to Saint Lucia's Bay Gardens Hotel in Rodney Bay Village for exclusive holiday travel packages. Warm beaches, holiday cheer and superior value await couples and families alike at Bay Gardens, where Christmas is celebrated in true Caribbean style.

"Celebrating the holidays is a tradition at Bay Gardens, and year after year, we invite families and couples to enjoy our hosted activities and events," said Bay Gardens Hotel General Manager Waltrude Patrick. "Travelers who stay at Bay Gardens Hotel can enjoy all of the amenities at not just the hotel, but also at Bay Gardens Beach Resort & Spa, including access to the beach, dive shop, watersports, restaurants and the world-class La Mer Spa. This is a huge draw and added bonus."

**Bay Gardens Hotel Christmas Package**

Couples can relax and enjoy the holiday season together with the perfect twosome package for up to 44 percent off the retail price, which includes:

- Accommodation in a Superior Room or Jr. Executive Suite (Based on single or double occupancy)
- Poolside Daily Breakfast
- Couples Massage
- Christmas Candlelit Dinner
- Bay Gardens Hotel Goodies on Christmas morning
- 7-night/6-day package for only US \$990\*, 44 percent off retail price (excluding taxes,) or
- 5-night/4-day package for only US\$779\*, 43 percent off retail price (excluding taxes)

**Christmas for the Kids**

One or two children (0-15 years) sharing a room stay free and can enjoy complimentary breakfast and one day at the beach for water sport activities.

**Caribbean Christmas Activities**

In addition to the Bay Gardens Hotel Christmas Package, guests can enjoy a variety of activities throughout Christmas and the New Year. Beginning on Christmas Eve, snacks including eggnog, ginger beer and s'mores will be provided, followed by a carol singing performance by the local Joyce Auguste Choir and the Bay Gardens staff. Christmas Eve dinner and drinks will also include Christmas music, as well as festive limbo dancing. Ladies are encouraged to partake in friendly competition with the hotel's annual Mrs. Claus competition for the chance to be crowned Bay Gardens' "Mrs. Claus 2011".

After breakfast and a special visit from Santa on Christmas morning, guests can partake in activities including bingo games, mixology presentations, Christmas dinner and entertainment from a local band. Guests can also take a complimentary shuttle to Bay Gardens Beach Resort & Spa where they can enjoy additional organized activities.

On Dec. 26, guests can unwind with a Christmas volleyball competition, karaoke songs, and island barbeque, complete with pool-side Christmas music.

#### **Ring in the New Year with Bay Gardens**

On Dec. 31, guests will be treated to a garden buffet breakfast, evening cocktails and hors d'oeuvres, and are invited to attend the annual Gala Ole Years Night Dinner and Dance in the Bougainvillea Conference Room at the Bay Gardens Hotel. The local band Sound Effects will provide music for the evening and a special champagne toast will be made at midnight to celebrate 2012. On New Year's Day, guests can partake in a champagne breakfast, afternoon tea, buffet dinner, happy hour, and a favorite Christmas movie.

For more information on the family-owned Bay Gardens Resorts suite of properties, please visit [www.baygardensresorts.com](http://www.baygardensresorts.com).

\*Package prices are not inclusive of 18% tax and service charges.

#### **About Bay Gardens Resorts**

Bay Gardens Resorts was founded in 1995 and consists of the award-winning Bay Gardens Hotel, Bay Gardens Inn and the collection's flagship property, the spectacular four-star Bay Gardens Beach Resort & Spa. The resort group offers several amenities including five restaurants, spas, gyms, water sports, and a dive shop. Bay Gardens Resorts also provides over 4,000 square feet of meeting space in seven state-of-the-art business centers with available Wi-Fi, audio-visual capabilities, and full or partial catering service packages.

For details on accommodations and special offers, go to the Bay Gardens Resorts website at [www.baygardensresorts.com](http://www.baygardensresorts.com) or call 1-877-620-3200. Follow Bay Gardens on Facebook at <http://www.facebook.com/baygardensresorts> or on Twitter at [www.twitter.com/baygardenshotel](http://www.twitter.com/baygardenshotel).

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Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months , Ruder Finn was engaged in the following activities on behalf of:  
**EMBASSY OF THE REPUBLIC OF KOREA**

1. US Korea Connect Website
2. Assistance with Monthly Newsletter
3. Assistance with regional business event support
4. Business database creation
5. State Fact sheet Development
6. Business Connect Outreach
- 7.
- 8.
- 9.
- 10.

**RUDER FINN, INCORPORATED**  
**Schedule of Publications on Behalf of Jamaica Tourist Board**

For six month period ending March 31, 2011

<b>Description of Publications</b>	<b>By Whom Written, Edited or Prepared</b>	<b>By Whom Printed, Produced, Published</b>	<b>By Whom Distributed</b>
Jamaica's Hotels Honoured By Expedia, Inc. As Top Producers	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica's Reggae Month To Celebrate Island's Legendary Music Including The Sounds Of Bob Marley	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica Fat Tyre Festival Attracts Top International Mountain Bikers	Ruder Finn	Ruder Finn	Ruder Finn
The Jamaica Tourist Board Unveils "A One Love Rewards Program" The Destination's New Travel Agent Specialist Training Platform	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica's Annual Carnival Season To Launch With High-Energy Celebrations For Locals And Visitors Alike	Ruder Finn	Ruder Finn	Ruder Finn
The Island Of Jamaica Is A One-Stop Experience For Active Travelers	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica Tourist Board Offers Wedding And Honeymoon Concierge	Ruder Finn	Ruder Finn	Ruder Finn
The Votes Are In! Recommend Magazine Readers Choose Jamaica As "Best Selling Destination In The Caribbean" For The 12th Consecutive Year	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica's 11th Annual Reggae Marathon Attracts Runners From Ten Countries	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica Offers <i>Winter-Vention</i> Specials For The Holidays	Ruder Finn	Ruder Finn	Ruder Finn
Five-Time Grammy Award Winner Celine Dion To Headline Jamaica Ja And Blues Festival -- The Art Of Music, January 26 – 28, 2012	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica Top Roots Reggae Concert, Pepsi Rebel Salute, To Feature All-Star Line-Up, January 14, 2012	Ruder Finn	Ruder Finn	Ruder Finn

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months, Ruder Finn was engaged in the following activities on behalf of **Jamaica Tourist Board**:

1. Media Relations
2. Promotions
3. Special Events
4. Press Trips
5. Crisis Communications
6. General Counsel



Contact:  
Essie Gardner  
Jamaica Tourist Board  
Tel: 876-908-5245  
[essieg@visitjamaica.com](mailto:essieg@visitjamaica.com)

*FOR IMMEDIATE RELEASE*

**JAMAICA'S HOTELS HONOURED BY EXPEDIA, INC. AS TOP PRODUCERS**

*Jamaica's properties were awarded during Expedia's Partner Appreciation event at this year's Caribbean Marketplace*

**KINGSTON, JAMAICA – January 26, 2012** – Expedia, Inc., the largest online travel company in the world, recognized Jamaica as one of its top producing partners in the Caribbean at Expedia's annual Partner Appreciation event, which took place during the Caribbean Hotel & Tourism Association's Caribbean Marketplace in Paradise Island, Bahamas.

"We're pleased that our relationship with Expedia has produced significant benefits for the island and our hoteliers," said John Lynch, Jamaica's Director of Tourism. "We value our partnership with Expedia and will look for an even greater relationship this year as we continue to grow our visitor arrivals and occupancy figures."

Honorees included Jamaica's majestic Jewel Dunn's River Beach Resort & Spa, which won for **Top Independent Hotel Partner of the Year**. Montego Bay's Iberostar Grand Hotel Rose Hall received an award for **Top Partners of the Year – Caribbean** while both Sunset Beach Resort & Spa and the Royal Decameron Montego Beach accepted awards in the **Top Room Night Producer in the Caribbean** category. Additionally, Iberostar Hotels & Resorts, Caribbean was recognized as the **Top Chain Partner of the Year**.

According to Marco Tagliatti, Vice President of Lodging Supply for Latin America & Caribbean at Expedia, Inc., the winners are a good example of the results achieved when implementing Expedia's packaging strategies. "We see a greater opportunity for hotels in the Caribbean to continue working with Expedia in offering dynamic packages through our channel, as they protect the properties' rates while promoting longer average stays and booking windows," he continued.

**About The Jamaica Tourist Board**

The Jamaica Tourist Board (JTB), founded in 1955, is Jamaica's national tourism agency based in the capital city of Kingston. The JTB was declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) from 2006 to 2010. Also in 2010, Jamaica earned the WTA's vote for the World's Leading Cruise Destination, Caribbean's Leading Destination and Caribbean's Leading Cruise Destination for the fourth consecutive year. Additionally, Montego Bay was named the World's Leading Beach Destination; Ocho Rios was named the Caribbean's Leading Cruise Port and Sangster International Airport was voted the Caribbean's leading airport. JTB offices are located in Kingston, Montego Bay, Miami, Toronto and London. Representative offices are located in Mexico, Düsseldorf, Barcelona, Rome, Amsterdam and Tokyo.

For details on upcoming special events, attractions and accommodations in Jamaica go to the JTB's Web site at [www.visitjamaica.com](http://www.visitjamaica.com), or call the Jamaica Tourist Board at 1-800-JAMAICA (1-800-526-2422). Follow the JTB on Facebook at [www.facebook.com/visitjamaica](http://www.facebook.com/visitjamaica), on Twitter at [www.twitter.com/visitjamaicanow](http://www.twitter.com/visitjamaicanow) or on YouTube at [www.youtube.com/aboutjamaicajtb](http://www.youtube.com/aboutjamaicajtb).

**About Expedia, Inc.**

Expedia, Inc. is the world's leading online travel company, connecting partners with the largest travel marketplace and unmatched global demand across 70 points of sale in more than 55 countries. In 2008, over 56 million gross room nights were booked on the Expedia, Inc. portfolio of sites. Hotels that join the Expedia marketplace also benefit from distribution through Expedia's 15,000 global affiliate sites, which an additional 80 million customers view each month. Expedia, Inc. owns and operates a diversified portfolio of well-recognized brands — including Expedia.com, Hotels.com, Hotwire.com, TripAdvisor, Egencia, Classic Vacations®, and a range of other US-based and international businesses.

To find out more Expedia.com and Hotels.com, visit [www.joinexpedia.com](http://www.joinexpedia.com)

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# JAMAICA

**Contact:**

Alexandra Valasek/ Michelle Horn

Finn Partners

212-593-5825

[alexandrav@finnpartners.com](mailto:alexandrav@finnpartners.com)/ [michelle@finnpartners.com](mailto:michelle@finnpartners.com)

**RELEASE FOR APPROVAL**

**JAMAICA'S REGGAE MONTH TO CELEBRATE ISLAND'S LEGENDARY MUSIC  
INCLUDING THE SOUNDS OF BOB MARLEY**

**KINGSTON, JAMAICA – January 27, 2012** – February serves as Reggae Month in Jamaica, where fans can celebrate the music at its birthplace. Throughout the month a range of reggae-focused activities are held across the island with many of the events taking place in the capital city of Kingston. This year's Reggae Month will commemorate the island's 50<sup>th</sup> Anniversary of Independence with the theme "Reggae 50 – Jamaica's Heart and Soul."

Jamaica's Reggae Month activities are organized by the Jamaica Reggae Industry Association (JaRIA) and include a signature "Reggae Night" series. Reggae Nights are held every Wednesday in February at Kingston's amphitheatre located at the Edna Manley College of the Visual and Performing Arts. These special evenings comprise of a range of music including classical, jazz, mento and ska, a genre that has been made popular by artists such as No Doubt and the late Amy Winehouse. Reggae Night activities include performances by the Jamaica Symphony Orchestra, Gilzene & the Blue Light Mento Band, Maurice Gordon, and more.

"With the various events being held throughout the month, reggae fans will be able to celebrate the life and music of reggae legends such as Bob Marley, Dennis Brown, Peter Tosh and Gregory Isaacs," said Jamaica's Director of Tourism John Lynch. "Reggae is performed around the world; however, Jamaica is where true reggae is experienced."

Jamaica's Reggae Month activities will include the following:

**The Trench Town Festival, February 3 - 6**

Trench Town, a Kingston neighborhood known as "The Motown of Jamaica," was home to Bob Marley for much of his life and will be the site for a number of Reggae Month activities. Slated for February 3 - 6, the Trench Town Festival will include activities such as the "Trod the trod Bob trod" Fun Run, a Dancehall Night concert, Kid Fun Day, the Mr. & Mrs. Trench Town Pageant, a celebratory church service, and sporting activities.

**Bob Marley Birthday Concert, February 5**

Bob Marley fans will be treated to a "Bob Marley Birthday Concert" on February 5 at Emancipation Park in Kingston, followed by "After Dinner Sundayz" from 5 p.m. – midnight. This will be held at Tuff Gong International and will include live music by Zion Train Int'l.

**Bob Marley Museum Cake Cutting, February 6**

The Bob Marley Museum in Kingston will hold a special cake cutting ceremony on Bob Marley's birthday, February 6. Following the ceremony, the museum will host an honorary "Birthday Jam Session" from 6 p.m. – midnight.

**Best Of The Reggae Film Festival, February 18**

The Jamaica Film Academy will host a screening of the "Best Of The Reggae Film Festival 2011," highlighting several aspects of Jamaica's Reggae culture through feature, documentary, short, and animated films. This preview precedes the 2012 Jamaica Reggae Film Festival, which will be held in Kingston from April 17 - 21. The film festival also includes the yearly "Make A Film in 24 Hours" competition, which is held to provide a platform for aspiring Jamaican film makers. Visit [reggaeilmfestival.com/](http://reggaeilmfestival.com/) for more information.

**Bob Marley Public Lectures**

There are several Reggae Month lectures being held to celebrate the life of Bob Marley, including a Public Lecture on the Life and Works of Bob Marley at the Multipurpose Community Centre in Kingston on February 6. Additionally, the University of the West Indies will hold a special Bob Marley Lecture at the Institute of Caribbean Studies in Kingston on February 16.

**Football Match**

A special Bob Marley "One Love" Football Match will be held on February 22, to honor Marley's love for the sport. The game will be held at Constant Spring Football Field in Kingston.

Reggae Month 2012 is presented by JaRIA in partnership with the Jamaica Tourist Board and through the support of the Ministry of Youth and Culture. Reggae Month was officially declared by Sir. Kenneth Hall, then Governor General of Jamaica, on January 24, 2008.

For more information on Reggae Month in Jamaica or to book a Jamaica vacation, please go to [www.visitjamaica.com](http://www.visitjamaica.com).

**About the Jamaica Tourist Board**

The Jamaica Tourist Board (JTB), founded in 1955, is Jamaica's national tourism agency based in the capital city of Kingston. The JTB was declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) from 2006 to 2010. Also in 2010, Jamaica earned the WTA's vote for the World's Leading Cruise Destination, Caribbean's Leading Destination and

Caribbean's Leading Cruise Destination for the fourth consecutive year. Additionally, Montego Bay was named the World's Leading Beach Destination, Ocho Rios was named the Caribbean's Leading Cruise Port and Sangster International Airport was voted the Caribbean's Leading Airport.

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**FOR IMMEDIATE RELEASE**

## **JAMAICA FAT TYRE FESTIVAL ATTRACTS TOP INTERNATIONAL MOUNTAIN BIKERS**

***2010 Pan-Am Downhill Champion Katie Holden and Former UCI World Cup Downhill  
Racer Rowan Sorrell among the Participants***

**KINGSTON, JAMAICA – February 15, 2012** – The Jamaica Fat Tyre Festival, a week-long mountain biking extravaganza highlighting the island's breathtaking trails and vibrant culture has this year attracted some of the world's top mountain bikers. Among the international riders participating in this year's festival are pro mountain bikers Katie Holden, 2010 Pan-Am Downhill Champion and Rowan Sorrell, former UCI World Cup Downhill Racer.

"We are pleased that this event has grown over the years, and is now attracting some of the world's top riders from the United States, Canada and the United Kingdom," said Jamaica's Director of Tourism John Lynch. "The destination is truly blessed because we can present a variety of events showcasing our cuisine, our culture and opportunities for adventure, all of which highlight the diversity of our unique product offering."

Both Holden and Sorrell are looking forward to the experience and adventure of the Jamaica Fat Tyre Festival. In 2009, the Californian-born Holden, who has landed a backflip, topped the Pro Gravity Tour and a year earlier the Fluidride Cup, both held in Washington. The 31 year-old Sorrell who hails from the United Kingdom has competed on the UCI World Cup circuit as a Downhill racer and is the author of a guide book on European riding resorts "Mountain Biking Europe".

The week-long festival kicks off on February 18 with a welcome and registration party at John Crow's Tavern, located in the heart of Ocho Rios. This will be followed the Jamaica Bicycle Bash titled "A Celebration of Jamaican Bicycling Culture" on February 19, where Jamaicans can showcase their own riding skills.

During the following days, riders will experience a variety of riding trails in Ocho Rios and St. Mary, including activities at a number of popular community spots and well-known attractions such as Dunn's River Falls.

On February 22, the group will make its trek to the "Top-Secret" location in the Blue Mountains for the two-day Ken Klowak Memorial Ride. The late Ken Klowak was an avid Downhill biker who was responsible for building the trail at the site. Riders will celebrate his legacy by "ripping" the trail in his memory.

The festival will culminate on Saturday, February 25 when the riders travel downhill from the Blue Mountains back to Ocho Rios, via the Red Light trail, which takes riders from Newcastle all the way to the edge of Kingston.

"With the support of the Jamaica Tourist Board, the festival has attracted a wide cross-section of riders which add value. In fact, this year's event has been oversubscribed and a number of international participants have been unable to take part," said Executive Director of the Oracabessa Foundation Jonathan Gosse.

For more information on the Jamaica Fat Tyre Festival click on the event link at [www.smorba.com](http://www.smorba.com) or to book a Jamaica vacation, please go to [www.visitjamaica.com](http://www.visitjamaica.com).

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**FOR IMMEDIATE RELEASE**

**THE JAMAICA TOURIST BOARD UNVEILS "A ONE LOVE REWARDS PROGRAM"  
THE DESTINATION'S NEW TRAVEL AGENT SPECIALIST TRAINING PLATFORM**

*Travel agents can earn cash for top monthly bookings with Jamaica's new rewards program*

**MONTEGO BAY, JAMAICA – February 1, 2012** – The Jamaica Tourist Board (JTB) today launches its new travel agent specialist program, *A One Love Rewards Program*, through Questex Media's Travel Agent University, the industry's largest online travel education website. Jamaica's *A One Love Rewards Program* serves as a dedicated training platform for the travel agent community to become experts on the destination. In fact, the first 10 travel agents to pass the series' final exam by February 15<sup>th</sup> will become eligible to win an all-expense-paid trip to Jamaica.

In addition to learning about the island, travel agents will also earn valuable rewards points as they complete the curriculum. Travel agents can login to the step-by-step instructional website at ([www.tauniv.com/jamaica](http://www.tauniv.com/jamaica)). The JTB is offering a range of benefits to graduates including a monthly award of \$300 to the top-booking Jamaica agent of 10 or more bookings, a downloadable graduate diploma from Travel Agent University, on island VIP service for *A One Love Rewards Program* members, a preferred agent listing on the official [VisitJamaica.com](http://VisitJamaica.com) website, exclusive consultations with JTB Business Development Managers, VIP familiarization tours, and an *A One Love Rewards Program* branded gift after the first five bookings. Additionally, agents will receive Jamaica's monthly e-newsletter, which lists deals from across the island for clients to consider.

"With our new travel agent specialist program, the JTB will have access to highly motivated agents to get them enthusiastic about booking Jamaica," said Donnie Dawson, Jamaica's Deputy Director of Tourism, Sales. "Our goal is for the program to generate incremental bookings for the destination while rewarding agents who demonstrate they are as passionate about Jamaica as we are."

Jamaica's *A One Love Rewards Program* guides agents through vibrant, photogenic online pages that provide insider knowledge about the island. It also takes the travel agent community into the heart of the destination showcasing the island's rich history and lovable people.

Jamaica, easily accessible via non-stop flights from many major gateway cities, is 146 miles long with mountainous peaks soaring to 7,402 feet (2,256 meters). The island features over 120 rivers, stunning waterfalls and white sand beaches. Its accommodations range from luxury resorts to charming cottages and inns, all focusing on top-notch service. Jamaica also includes restaurants to fit any taste and price point. A year-round vacation destination, some of the island's diverse activities include hiking the Blue Mountains, bird-watching, championship golf, award-winning festivals, caving in the Cockpit Country, zip-lining, horseback riding, cliff diving, rainforest bobsledding, deep sea fishing, bicycle tours, dog-sledding, dolphin and shark encounters and more.

To register for Jamaica's *A One Love Rewards Program*, visit [www.tauniv.com/jamaica](http://www.tauniv.com/jamaica).

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**FOR IMMEDIATE RELEASE**

**JAMAICA'S ANNUAL CARNIVAL SEASON TO LAUNCH WITH HIGH-ENERGY  
CELEBRATIONS FOR LOCALS AND VISITORS ALIKE**

**KINGSTON, JAMAICA – February 15, 2012** – In honor of Jamaica's 50<sup>th</sup> Anniversary of Independence, the destination's Carnival season, which runs from February 18 through to April, will include an action-packed schedule of cultural festivities. Jamaica's capital city of Kingston will transform into a mecca of entertainment during Carnival, including costumed parades, colorful floats, and the pulsating sounds of soca, reggae, and calypso music.

"The Carnival season is a celebratory time when visitors and locals alike take part in Jamaican-style festivals," said John Lynch, Jamaica's Director of Tourism. "As we commemorate our 50<sup>th</sup> Anniversary of Independence this year, this Carnival season takes on special significance in also honoring our heritage."

The following is a sampling of Jamaica's Carnival season events:

**All-Island Carnival**

**February 18, 2012 - April 13, 2012**

This series of high-energy events will take place across the island and feature live entertainment from popular soca and dancehall performers from the Caribbean. The event kicks off and culminates in Kingston at the UDC Car Park in New Kingston. For more information, visit [www.allislandcarnivaljamaica.com](http://www.allislandcarnivaljamaica.com)

Date	Event	Location
Saturday, February 18	Soca Junkies	UDC New Kingston
Saturday, March 3	Portland/Road March/Concert	The Mariner
Saturday, March 24	Montego Bay Blowout	Pier One, Montego Bay
Saturday, March 31	May Pen Blowout	Quarry, May Pen
Sunday, April 8	Ocho Rios Blowout	Turtle River Park
Friday, April 13	Kingston Jouvert	UDC New Kingston

**Bacchanal Jamaica****February 24, 2012 - April 15, 2012**

Bacchanal Jamaica, the leading Mas Band, will hold its signature events under the theme *Future Shock*. Most of its major events will be hosted at the MasCamp, Stadium North in Kingston. For details, please visit [www.bacchanaljamaica.com](http://www.bacchanaljamaica.com)

Date	Event	Location
Friday, February 24	Bacchanal Opening Night	MasCamp, Stadium North
Monday, February 27	Socacise - Opening	MasCamp, Stadium North
Wednesday, February 29	Socacise	MasCamp, Stadium North
Friday, March 2	Bacchanal Fridays	MasCamp, Stadium North
Monday, March 5	Socacise	MasCamp, Stadium North
Wednesday, March 7	Socacise	MasCamp, Stadium North
Friday, March 9	Bacchanal Fridays	MasCamp, Stadium North
Monday, March 12	Socacise	MasCamp, Stadium North
Wednesday, March 14	Socacise	MasCamp, Stadium North
Friday, March 16	Bacchanal Fridays	MasCamp, Stadium North
Monday, March 19	Socacise	MasCamp, Stadium North
Wednesday, March 21	Socacise	MasCamp, Stadium North
Friday, March 23	Bacchanal Fridays	MasCamp, Stadium North
Monday, March 26	Socacise	MasCamp, Stadium North
Wednesday, March 28	Socacise-Fit Fete	MasCamp, Stadium North
Friday, March 30	Bacchanal Fridays	MasCamp, Stadium North
Saturday, April 7	Beach Jouvert	James Bond Beach, Oracabessa, St Mary
Wednesday, April 11	Soca @ De Sandbar	Lime Cay
Friday, April 13	Bacchanal Jouvert	MasCamp, Stadium North
Sunday, April 15	Road March	Streets of Kingston

To book a Jamaica vacation, go to [www.visitjamaica.com](http://www.visitjamaica.com) or speak to your local travel specialist.

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**THE ISLAND OF JAMAICA IS A ONE-STOP EXPERIENCE FOR ACTIVE TRAVELERS**

*Jamaica has a variety of events and attractions for adventure travelers of all levels to explore*

**MONTEGO BAY, JAMAICA – March 6, 2012** – The island of Jamaica has so much more to offer travelers than simply sandy beaches and sunny skies. With its wide-ranging topography, the destination is ripe for adventure seekers looking to test their endurance. From biking across the country's lush terrain, cliff jumping into its clear waters, zip-lining above waterfalls and treetops, hiking the islands' mountains, or diving into the deep wonders of Jamaica's surrounding waters, visitors can take advantage of landscapes from across the world all in one place.

"Jamaica has the greatest number and the most variety of attractions in the Caribbean," said Jamaica's Director of Tourism John Lynch. "Whether choosing to float down the Martha Brae or riding our mountain biking trails, travelers can find an experience in Jamaica to meet their personal level of adventure level. Our local guides are trained to ensure a safe and memorable experience."

Here is a sampling of the many activities and festivals offered for active travelers to Jamaica:

**Adventure Attractions:**

**Bobsledding**

The Rainforest Bobsled Jamaica attraction at Mystic Mountain boasts over 100 acres of land stretching from its coastal entrance to over 700 feet above sea level. Modeled after the famous Jamaican bobsled team sled, the ride is powered by gravity. Riders need only to push a foot-brake to release the bobsled down the 1000-meter track for a winding and exhilarating ride through Jamaica's rainforest. [www.rainforestbobsledjamaica.com](http://www.rainforestbobsledjamaica.com).

**Caving**

With a honeycomb of over 1100 limestone caverns, Jamaica has explorations for casual cavers and experienced spelunkers alike. The most popular system of interconnected limestone caves is Cave Valley located on the banks of the Cave River. Explore the "Noisy Water" River Cave and "Rat Bat Hole." Then head into Cockpit Country to experience Quashie's River Cave, one of the most

impressive and beautiful caves in the region offering underground waterfalls, pools and rare geological formations.

### **Dog-sledding**

Dog-sledding in a tropical climate? Only in Jamaica! Chukka Caribbean offers the ultimate Jamaica Dog Sled Experience as guests get a one-on-one tour with the dogs of the Jamaica Dog Sled team. Many of the dogs were rescued by the Jamaica Society for the Prevention of Cruelty to Animals. Once onboard the sled, experienced mushers will take guests into the scenic Jamaican countryside. Riders will learn the history and art of mushing and assist with harnessing and interaction with the loveable dog team. [www.chukkacaribbean.com](http://www.chukkacaribbean.com).

### **Hiking**

Offering an array of hiking opportunities for intrepid explorers, travelers to Jamaica will enjoy the variety of terrain and trail difficulty. Hike and explore Dunn's River Falls & Park with experienced guides for breathtaking views of surrounding Ocho Rios. More experienced hikers might want to explore Jamaica's many mountain ranges including the Blue Mountains, Winward Maroons, Cockpit Country, Dry Harbour Mountains, Crofts Mountains or the John Crow Mountains. Each range provides hidden hot springs, exotic flora and fauna and sweeping views of the country side. Day hikes and overnight excursions can be arranged. For more information, contact The Jamaica Forestry Department at [forestrydepartment@forestry.gov.jm](mailto:forestrydepartment@forestry.gov.jm) or Blue Mountain Tours at [info@bmtoursja.com](mailto:info@bmtoursja.com).

### **Rafting and Kayaking**

From Class level I to Class level IV, Jamaica's rivers provide exciting adventures for all levels of rafting and kayaking enthusiasts. Visitors looking to relax can float down the Martha Brae on bamboo rafts while learning about the legend of Martha's Gold. Thrill seekers can crank up the action by rafting Class III and IV rapids on the Caliche River. A variety of tour operators offer excursions from leisure, relaxing floating to action-packed rapids. Check with a tour operator to schedule a ride.

### **Water-sports**

In Jamaica, travelers have access to a variety of water sports including surfing, scuba diving, snorkeling, windsurfing, sailing, parasailing and sea kayaking. The eastern side of the island showcases the best surf in Jamaica and is home to the annual Makka Pro Surf Competition during the summer. Tour operators and many resorts have water sports activities which can be prearranged ahead of arrival.

### **Zip-lining**

Explore Jamaica's lush and diverse rainforests while flying through the treetops on one of the island's many zip-lining excursions. Crisscross through the air above the famous YS Falls on the South Coast or harness in to experience the longest single zip-line in the Caribbean at Montego Bay's "Bit Timba," which is an exhilarating 1,600 feet zip-line over and through the rainforest. Travelers can choose from several tour operators across the island to book a zip-lining excursion.

#### **Adventure Events and Festivals:**

##### **Jamaica Fat Tyre Festival**

This annual weeklong mountain biking extravaganza in February highlights Jamaica's vibrant culture, unique geography and breathtaking trails. The event commences by celebrating Jamaica's bicycling culture during the Jamaica Bicycle Bash then takes riders around the picturesque island allowing cyclists time to view locations such as Ocho Rios, St. Mary, and the Blue Mountains. Visit [www.smorba.com](http://www.smorba.com) for more information.

##### **Reggae Marathon**

Jamaica's premier road race, the Reggae Marathon, which will be held this year from November 29–December 1, 2012, is an IAAF certified marathon, half marathon and 10K race. The course starts at Long Bay Beach Park, situated along Negril's famed 7 Mile Beach and winds through the town of Negril before heading north towards Green Island. The three-day event features a series of pre-and-post race activities including the "World's Best Pasta Party" and the Victory Park & Awards ceremony. For more details, visit [www.reggaemarathon.com](http://www.reggaemarathon.com).

##### **Jamaica Triathlon**

Rated by *Triathlete Magazine* as one of the top 100 triathlons in the world, the Jamaica Triathlon, which will be held November 9 -11, 2012, allows participants to swim, cycle and run an awe-inspiring course through the destination's Rose Hall area. The two-day event also includes a series of clinics and seminars on topics from athlete development and nutrition to training techniques, and features competitions for kids such as the 13 and under triathlon and 5k run. For more information, visit [www.rosehalltriathlon.com](http://www.rosehalltriathlon.com).

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FOR IMMEDIATE RELEASE

## **JAMAICA TOURIST BOARD OFFERS WEDDING AND HONEYMOON CONCIERGE**

*"Love Guru" Ensures Best Match for Every Couple's Taste and Budget*

**MONTEGO BAY, JAMAICA – March 8, 2012:** Often ranked one of the top places for weddings and honeymoons, the island of Jamaica never falls short on romantic offerings for travelers. For a seamless journey through Jamaica's wide-ranging wedding and honeymoon options, the Jamaica Tourist Board (JTB) has an online concierge service for couples to utilize when planning their dream trip to the island. The online concierge is called "Wendy" and her role is to ensure visitors receive the best match for every taste and budget. Couples can get to know the Jamaican love guru at [visitjamaica.com/weddings](http://visitjamaica.com/weddings) or on Twitter at [twitter.com/weddingsinja](http://twitter.com/weddingsinja).

"While other islands may offer sun and sand, Jamaica presents a fantastic diversity of options for couples in search of rich cultural experiences in addition to a setting of extraordinary beauty," said John Lynch, Director of Tourism for the Jamaica Tourist Board. "The destination's distinct flavours and island vibe ensure that travelers have a memorable experience that will last a lifetime."

The following is a sampling of Wendy's suggestions for tying the knot in Jamaica.

### **Top Five Places for a Wedding in Jamaica:**

- 1) **Sunset Beach:** A spectacular sunset from the cliffs off Negril's Seven Mile Beach is just one of the breathtaking waterfront scenes offered across the island. Montego Bay and Treasure Beach are also great locales.
- 2) **Love Boat:** Choose a sunset ceremony on a sailboat bobbing on tropical waters, complete with reggae band and traditional Jamaican cuisine. Several tour companies invite couples to plan their wedding and reception onboard a catamaran.
- 3) **Tropical Garden:** Jamaica is home to many gardens with colourful tropical flowers and lush greenery providing a beautiful wedding backdrop. A top garden pick is Shaw Park

Gardens – located high in the hills overlooking Ocho Rios with a stunning view of the seaside town below.

- 4) **Lovers' Leap:** A 518-metre cliff overlooking Cutlass Bay on Jamaica's rugged South Coast offers one of the most picturesque views on the island. Legend has it that two young slaves jumped to their deaths from this cliff after their secret love affair had been exposed, rather than being separated.
- 5) **Blue Lagoon:** Port Antonio's "Blue Lagoon" is a small, secluded lagoon renowned for its vivid blue colour. This location makes for a perfect "tropical paradise" setting for an intimate ceremony, and can only be accessed via a narrow lane off the coast road or by boat.

#### **Top Three Jamaican Wedding Must-Dos:**

- 1) **Jamaican Flavors:** Couples do well spicing up a reception menu with Jamaican flavours – from jerk seasoning and local seafood to traditional "festival" bread and world-renowned Blue Mountain coffee. "Matrimony," a fruit salad made with otaheite apples and soursop then bound with condensed milk, makes for a well-themed dessert. And no Jamaican wedding would be complete unless spiked with a little island rum.
- 2) **Reggae Beats:** Jamaica is the birthplace of reggae music. Once you're there, you'll find it's no wonder that the island inspired Bob Marley's *One Love*. Couples can easily add a little Jamaica to their ceremony and reception with some seductive reggae beats.
- 3) **Island Attractions:** Jamaica offers more attractions than any other Caribbean island, making it the perfect place for a romantic excursion or great way for entertaining friends and family pre/post nuptials. Snorkeling tours, river rafting, horseback riding, zipline canopy tours and breathtaking waterfalls are all in close proximity to most of the major resort areas.

#### **Wedding Accommodation and Packages**

Couples can just relax and enjoy the journey when they walk down the aisle or honeymoon in Jamaica, choosing from a range of property types from exquisite villas and inns to luxurious resorts and boutique hotels. Many properties offer all-inclusive packages that include accommodations, meals, drinks and even the wedding ceremony. The following is a small sampling of wedding packages offered at various resorts across the island.

- **Breezes Resorts & Spas** have three resorts in Jamaica and have recently announced the new "Breezes Dream Wedding and Honeymoon Collection". With a choice of three wedding packages and five colourful "Island Inspirations" themes (aqua, tropical, seashell, flora and blossom), couples can tailor their big day to best fit their personalities. [breezes.com](http://breezes.com)
- **Half Moon, A RockResort**, was recently listed on CNN Go's "[World's Best Wedding Venues](#)" list and offers several wedding packages ranging from "Just the Two of Us" to "The Iconic," a wedding complete with all the tropical trimmings – Moët toast to post-wedding brunch... they've got you covered. Half Moon also offers the option to "go

green" for your wedding, in keeping with their commitment to the natural environment. [halfmoon.com](http://halfmoon.com)

- **Riu Hotels & Resorts** has four properties in Jamaica and offers several wedding packages – from "free" (when booking five or more rooms at the resort) to "Caprice," that includes all the bells and whistles, even a mani-pedi and wedding day hairstyle for the bride. [weddingsbyriu.com](http://weddingsbyriu.com)
- **Sandals Resorts** has seven properties on the island and has partnered with Martha Stewart Weddings to offer six signature wedding themes for couples – from "Island Paradise" to "Chic & Natural," these packages create an elegant day from start to finish. Sandals also have a honeymoon registry that allows guests to contribute to a dream trip – everything from a bottle of wine to a honeymoon massage. [sandals.com](http://sandals.com)
- **The Ritz-Carlton Golf & Spa Resort, Rose Hall** is offering a complimentary wedding ceremony and two-night anniversary stay for couples who book reservations with 25 rooms or more through December 20. The resort also has several wedding packages, such as the "Sunset Serenity" that includes a ceremony on the resort's private East Beach, string duet, round of golf or massage for the bride and groom, and brunch for the bridal party. [ritzcarlton.com](http://ritzcarlton.com)

#### **About Jamaica Tourist Board**

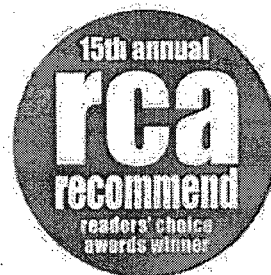
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# JAMAICA



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For Immediate Release

**THE VOTES ARE IN!  
RECOMMEND MAGAZINE READERS CHOOSE JAMAICA AS "BEST SELLING DESTINATION  
IN THE CARIBBEAN" FOR THE 12<sup>TH</sup> CONSECUTIVE YEAR**

**NEW YORK, NY – October 17, 2011** – Jamaica has again reaffirmed its position as the top selling Caribbean destination as *Recommend* magazine will award its 15<sup>th</sup> Annual Reader's Choice Award for the "Best Selling Destination in the Caribbean" to Jamaica for the 12<sup>th</sup> consecutive year. *Recommend* surveyed 1,500 readers for the awards, which will be highlighted editorially in the December 2011, *Recommend* Readers' Choice Awards Issue.

Tourism Minister, the Hon. Edmund Bartlett said "I am extremely pleased that Jamaica has again won this prestigious award. This award symbolizes Jamaica's consistency over the years in diversifying our product offerings, maintaining a high standard of service, and enhancing our attractiveness as a destination. We are thankful for the continued support of our partners, the travel agents, and remain committed to ensuring that Jamaica remains a first class destination."

The *Recommend* Readers' Choice Awards survey was completed by 1,500 travel agents, who responded to a complete fill-in questionnaire -- not multiple choice -- where there were no nominations presented.

"We are honoured that Jamaica was once again selected by *Recommend's* travel agent readers as the top selling travel destination in the Caribbean," said Jamaica's Director of Tourism John Lynch. "This award is a testament to Jamaica's ongoing commitment to service and the quality of Jamaica's tourism product. We value the travel agent community and are so grateful for their dedication in keeping Jamaica top of mind with travellers."

*Recommend* magazine is a monthly publication with a circulation of over 45,000 travel agents in North America. As one of the leaders in the travel trade marketplace, *Recommend* offers a wide array of products and services to educate and inform travel agents, while partnering with the community to enhance the essential role travel agents play in creating travel experiences for their clients.

"Ever since the inception of the *Recommend* Readers' Choice Awards program 15 years ago, Jamaica has consistently been named the Best Selling Destination in the Caribbean – having won in this category for the last 12 years consecutively, attesting to its solid reputation as a Caribbean vacation paradise among our 45,000-plus travel professional readers in the U.S. and Canada," said Rick Shively, *Recommend* magazine's Editor-in-chief.

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# JAMAICA

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**DRAFT FOR REVIEW**

**JAMAICA'S 11<sup>th</sup> ANNUAL REGGAE MARATHON ATTRACTS RUNNERS FROM TEN COUNTRIES**

*Special Marathon Packages Now Available for the Caribbean's Top Road Race*

**KINGSTON, JAMAICA – October 27, 2011** – Jamaica's premier road race, the Reggae Marathon, held in Negril, continues to attract an international following with participants from the U.S., Japan, Italy, Germany and more, slated to participate in this year's race. Sponsored by the Jamaica Tourist Board and listed on *Lonely Planet's Top 10 Places to Run a Marathon*, the Reggae Marathon is a three-day event from Thursday, December 1 through race day, Saturday, December 3. A series of pre-and-post race events will be held including the Marathon Expo at Couples Swept Away Sporting Complex and the Jamaica Hotel and Tourist Association's "World's Best Pasta Party." Following Saturday's race, participants will have an opportunity to unwind at the Victory Park & Awards Ceremony at Long Bay Beach Park.

"The Reggae Marathon is an exciting, multifaceted experience which truly embodies the 'Once You Go, You Know' theme," said John Lynch, Jamaica's Director of Tourism. "From the start of the events on Thursday through race day, this event highlights all that is uniquely Jamaican. From our warm hospitality and rousing beach parties to the reggae beats accompanying runners on each mile of the scenic course, participants truly feel the irie spirit."

The IAAF certified Reggae Marathon, half marathon and 10K race course starts at Long Bay Beach Park, situated along Negril's famed 7-mile white sand beach. Racers will wind their way through the town of Negril then head north towards Green Island. This year's modified course will loop instead of going out and back.

Reggae Marathon travel packages are being offered by a number of Negril hotels. Package reservations can now be booked through Divine Tours at [Divine.res@cwjamaica.com](mailto:Divine.res@cwjamaica.com).

For the value-seeking traveler, packages begin as low as \$29.00 at the Bungalo Hotel or Travelers Beach resort starting at \$39.00 per night. There are also all-inclusive packages at Point Village starting at \$70.00 or at Grand Pineapple by Sandals starting at \$79.00. Special rates at RIU Club Negril start at \$115.00. Additionally, Beaches Sandy Bay has packages starting at \$159.00 per night while the five-star Grand Lido has stays starting at \$179.00 per night.

To register or for race information, visit [www.reggaemarathon.com](http://www.reggaemarathon.com), email Divine Tours at [Divine.res@cwjamaica.com](mailto:Divine.res@cwjamaica.com), or call (876) 922 - 8677. To book a vacation to Jamaica, go to [www.visitjamaica.com](http://www.visitjamaica.com) or contact your local travel specialist.

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*For Immediate Release*

## **JAMAICA OFFERS WINTER-VENTION SPECIALS FOR THE HOLIDAYS**

**KINGSTON, JAMAICA – November 16, 2011** – Travelers looking to escape the cold winter months can count on Jamaica to offer great holiday deals. The destination has affordable packages that will allow travelers to celebrate the holidays island-style.

"Jamaica's vibrant culture, diverse attractions and accessibility make for an unforgettable and easily planned getaway," said John Lynch, Jamaica's Director of Tourism. "This season, travelers can take advantage of special packages offered by many of Jamaica's hotels and resorts. While on island, visitors can also participate in holiday festivities and winter events."

A sampling of winter packages in Jamaica include the following:

Guests who book at the **Jewel Dunn's River Beach Resort & Spa**, a new premium all-inclusive, adult-only resort in Ocho Rios, now through January 31, 2012, will receive up to 30 percent savings on their stay. Rates start from US\$189 per person based on double occupancy and are valid January through March 2012. For additional details, visit

[www.jeweldunnsriverresort.com](http://www.jeweldunnsriverresort.com)

The luxurious **Grand Palladium Jamaica** and **Lady Hamilton Resorts & Spa** are offering travelers all-inclusive rates starting at US\$169, per person, per night based on double occupancy. Rates are valid from December 1 through 22, 2011, with travel between those dates. For more information, visit [www.fiestahotelgroup.com](http://www.fiestahotelgroup.com)

Guests can ring in the New Year with Jamaican bands Byron Lee's Dragonnaires at **Sunset Beach Resort, Spa & Waterpark in Montego Bay** and Bare Essentials at the **Sunset Jamaica**

**Grande Resort, Spa & Conference Center in Ocho Rios.** Visitors who stay a minimum three nights from December 29, 2011 through January 1, 2012 at these two Sunset Resorts property will enjoy festive value-added amenities. Travelers should book by December 1 and will save up to 55 percent off regular rates; starting at US\$187 per person, per night based on double occupancy for a standard room category. This offer is based on availability and is subject to change. For additional information, visit [www.sunsetresortsjamaica.com](http://www.sunsetresortsjamaica.com).

**Rondel Village**, located on Negril's Seven Mile beach, is offering value rates to visitors when they book by December 15, for travel January 6-29, 2012. Guests booking four nights in a superior room will receive a 20 percent discount, and those booking seven nights in a villa will receive 10 percent off their stay. Rates start at US\$538 for superior rooms and is based on double occupancy. The seven-night villa package starts at US\$1,814, based on double occupancy. All rates include room tax and service charge. For additional details, visit [www.Rondelvillage.com](http://www.Rondelvillage.com)

**Island Routes Caribbean Adventure Tours** has created a "New Year, New You" package, which allows adventure travelers to let loose and enjoy a thrilling Zipline and River Kayak experience combo. Visitors will fly through the treetops in Jamaica's lush rainforest and navigate the pristine waters of the legendary Martha Brae River. Rates start at US\$123 per person. For tour information, visit [www.islandroutestours.com](http://www.islandroutestours.com)

**The Ritz-Carlton Golf & Spa Resort, Rose Hall, Jamaica** invites guests to experience a variety of offers this holiday season. Travelers can enjoy room only rates; Escape To Luxury, the resort's all-inclusive dining offer paired with a complimentary 5<sup>th</sup> night; and Comfort You, which includes daily breakfast for two and a US\$100 daily resort credit. Package must be booked by March 2012, and travel should be completed by March 31. Room only rates start at US\$199; Escape to Luxury at US\$439; and Comfort You at US\$279. Rates are not inclusive of taxes and gratuities. For complete details, visit [www.ritzcarlton.com](http://www.ritzcarlton.com)

Travelers on a budget can escape to the South Coast and relax at the **Two Seasons Guest House**, where rates start at US\$50 per night for a standard room with a minimum six-night stay. Rates are valid from December 15, 2011 through January 15, 2012 and are based on single occupancy and include daily breakfast and complimentary Internet access. The guesthouse has 10 total rooms including three deluxe rooms, which features a fully equipped kitchenette. For complete details, visit [www.2seasonsguesthouse.com](http://www.2seasonsguesthouse.com).

Brides-to-be who have a February or March wedding at the historic **Richmond Hill Inn** will receive 15 percent off the standard all-inclusive wedding package. Guests must book by December 31. Package rates start at US\$3,900 for 30 guests and include Minister's fee, cocktails, food, music, floral arrangements and all decorations. For more information, visit [www.richmond-hill-inn.com](http://www.richmond-hill-inn.com).

**Tower Cloisters Resort** is offering a "Winter Getaway" package to guests who book a seven-night stay in a one-bedroom condominium for travel between November 26, 2011 and January 31, 2012. Rates start at US\$900 and are for two persons and include room tax and daily breakfast. For additional details, visit [www.towercloistersjamaica.com](http://www.towercloistersjamaica.com)

To learn more about Jamaica or book a trip, go to [www.visitjamaica.com](http://www.visitjamaica.com).

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# JAMAICA

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**FOR IMMEDIATE RELEASE**

**FIVE-TIME GRAMMY AWARD WINNER CELINE DION  
TO HEADLINE JAMAICA JAZZ AND BLUES FESTIVAL -- THE ART OF MUSIC,  
JANUARY 26 – 28, 2012**

**KINGSTON, JAMAICA – November 9, 2011** – Multi-platinum, five-time Grammy award-winning singer Celine Dion is set to headline the 16<sup>th</sup> Annual Jamaica Jazz and Blues Festival -- The Art of Music Festival. The event will be held from January 26 – 28, at the Trelawny Multi-Purpose Stadium, located just east of the island's tourist capital, Montego Bay. Dion joins an impressive list of international stars who have graced the Jamaican stage.

From humble beginnings in her Quebec hometown of Charlemagne, Celine Dion has risen to international fame earning music industry accolades from around the world: Grammy Awards in the US, Juno and Felix Awards in Canada, and World Music Awards in Europe. In 2004, after surpassing 175 million in album sales worldwide, she was presented with the Chopard Diamond Award at the World Music Awards for becoming the best-selling female artist of all time. Currently, it is estimated Dion has sold over 200 million albums worldwide.

Celine Dion first captured global attention with her collaboration with music artist Peabo Bryson on the title track to Disney's animated film "Beauty and the Beast" in 1991. She continued her rise to stardom with chart-topping songs including the number-one single "Because You Loved Me," "The Power of the Dream," and the ballad "My Heart Will Go On," which served as the theme for the blockbuster movie "Titanic".

"In securing one of the world's leading superstars, Jamaica is encouraged at the prospects of attracting increased visitors as well as media attention for this year's Festival,," said Jamaica's Director of Tourism John Lynch. "Celine Dion is loved around the world and Jamaica will make for the perfect backdrop for this stellar artist to deliver a memorable performance. Visitors to Jamaica

will have an opportunity to not only experience a great artist in a great destination, but enjoy the diversity of our attractions and cuisine."

According to festival organizers Art of Music Productions, the event is more than a music festival; it's a one-of-a-kind vacation experience that brings together thousands of people for a great Jamaican escape.

"It has been a dream for many years to be able to bring to our shores a performer that is truly, truly loved by almost every Jamaican and every visitor to the country. We are immensely honored that she has agreed to come to our island and perform at our Festival. I am absolutely sure that everyone who attends will have the experience etched in their memories forever. Our reputation for putting on a world class production, I am sure, was a part of the process of her deciding to accept the offer," noted Walter Elmore, Chairman of Art of Music Productions.

For more information on tickets for this year's **Jamaica Jazz and Blues Festival -- The Art of Music**, please visit [www.jamaicajazzandblues.com](http://www.jamaicajazzandblues.com). To book a vacation to Jamaica, go to [www.visitjamaica.com](http://www.visitjamaica.com) or contact your local travel specialist.

#### **About Jamaica Jazz and Blues Festival -- The Art of Music**

Started in 1996, by the national airline, Air Jamaica, in association with the Jamaica Tourist Board and several other business entities, The Jamaica Jazz and Blues "Art of Music" Festival was taken over in 2004 by Mr Elmore, has grown over the years and is now a favorite on the calendar of not only Jamaicans but from persons all over the world. Boasting in excess of 25,000 patrons annually, the event has now been expanded to benefit the resort regions of Montego Bay and Ocho Rios.

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**FOR IMMEDIATE RELEASE**

**JAMAICA TOP ROOTS REGGAE CONCERT, PEPSI REBEL SALUTE, TO FEATURE  
ALL-STAR LINE-UP, JANUARY 14, 2012**

**KINGSTON, JAMAICA – December 23, 2011** – The 18<sup>th</sup> Annual Pepsi Rebel Salute has returned and will feature a superstar line-up, including Stephen Marley, Johnny Obsourne, Maxi Priest, Gramps Morgan, Queen Ifrica, Tarrus Riley, Luciano and Tony Rebel, the festival organizer. The Pepsi Rebel Salute will take place on Saturday, January 14, at the Port Kaiser Sports Club in St. Elizabeth. The Jamaica Tourist Board (JTB) is among the sponsors for the concert event.

Jamaica's top roots reggae show, the event attracts visitors from the United States, Canada and Europe, who are looking for reggae in a family-friendly environment. The show's mantra focuses on the principles of positive living. Attendees of the Pepsi Rebel Salute have healthy food and beverage choices including fresh juices, vegetables and fruits.

"The continued success of the festival provides yet another opportunity for us to promote Jamaica and its rich musical heritage to a global audience," said Jamaica's Director of Tourism John Lynch. "We salute the organizers for creating an environment in which quality reggae can be enjoyed."

According to festival organizer Tony Rebel, he and his team are working to expand the concert to two days in the future.

"We want to redefine and re-imagine the festival experience while expanding the Rebel Salute brand," said Rebel. "This festival is in a unique position to lift up and support other artistic disciplines while breaking new ground on the festival circuit."

For more information on the Pepsi Rebel Salute 2012 concert and to learn more about the lineup, please visit [www.rebelsaluteprod.com](http://www.rebelsaluteprod.com). To book a vacation to Jamaica, go to [www.visitjamaica.com](http://www.visitjamaica.com) or contact your local travel specialist.

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RUDER FINN, INCORPORATED  
Schedule of Publications on Behalf of  
Novartis A.G.  
For six month period ending March 31, 2012

Description of publication	By Whom Written, Edited and Prepared	By Whom Written, Produced, Published	By Whom Distributed
Op-ed, January 27, 2012, "Tackling healthcare for the very poor"	RF/Novartis	RF/Novartis	RF/Novartis/Reuters
Press Release, March 6, 2012, "Genoptix, a Novartis company, offers new diagnostic profile for metastatic melanoma using next-generation sequencing"	RF/Novartis	RF/Novartis	RF/Novartis
Lecture summary and update of Mike Nohaile bio for St. Petersburg Innovation Series lecture	RF/Novartis	RF/Novartis	Novartis
NV&D Corporate Fact Sheet, January 2012	Ruder Finn/Novartis Vaccines & Diagnostics	Ruder Finn/Novartis Vaccines & Diagnostics	To be posted on NovartisVaccines.com (not distributed on wire)
NV&D Fact Sheet At-A-Glance, January 2012	Ruder Finn/Novartis Vaccines & Diagnostics	Ruder Finn/Novartis Vaccines & Diagnostics	To be posted on NovartisVaccines.com (not distributed on wire)
Press release language for "Emisphere Technologies, Inc. Reports Notification of First Interpretable Results on Phase III Study of Oral Calcitonin in	Ruder Finn/Novartis	Novartis/Emisphere Technologies, Inc.	Emisphere Technologies, Inc.

Osteoporosis Patients" November 2011			
Press Release language for "Emisphere Technologies, Inc. Reports Update on the Clinical Development of Oral Calcitonin in Osteoarthritis and Osteoporosis" December 2011	Ruder Finn/Novartis	Novartis/Emisphere Technologies, Inc.	Emisphere Technologies, Inc.

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months, Ruder Finn was engaged in the following activities on behalf of: NOVARTIS, A.G.

1. Novartis Molecular Diagnostics
2. Novartis Vaccines & Diagnostics
3. Joe Jimenez Communications
4. Novartis Pharma AG

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months , Ruder Finn was engaged in the following activities on behalf of:  
Swiss Private Bankers Association

1. media tour

2.

3.

4.

5.

6.

7.

8.

9.

10.